

PLANNING FOR BUSINESS



Using statistics for business or franchise planning

From the Australian Statistician



Information to assist your business planning

Australians regularly provide the Australian Bureau of Statistics (ABS) with information about their working life; how and where they live; family and family structures; what they spend their money on; and their hobbies or recreational activities. This wealth of information enables us to put together a picture of Australia. If you are considering starting up, or you're already in a small or medium sized business, we have information to help you. This brochure provides some examples of how statistics can assist you in making informed business decisions.

Individual information is confidential

As Australia's official statistical organisation, the ABS has statutory independence from the Government. We depend on the goodwill and cooperation of Australians, businesses and other organisations to provide information in response to our many data collections. All information provided to us is protected by confidentiality provisions. When we release statistics the law requires us to do so in a manner that is not likely to enable the identification of a particular person or organisation.

Where to find ABS information

Published information is available free of charge on our website. You can buy specific and more detailed information from our information consultancy service to meet your particular need. This service is priced to meet our costs in delivering information to you. Contact us to discuss your needs and for help in accessing the information to best help you in planning your next business steps.

Brian Pink
Australian Statistician



Know your market

Jasmine is planning to start a food delivery business in regional NSW and would like to include an online ordering service. She therefore needs to be sure that potential clients have Internet access.

From our website, Jasmine finds free information showing numbers of households with Internet connections for regional NSW. Combining this data with her knowledge of regional NSW, Jasmine can make a more informed decision on where to establish her business.

Households with an Internet connection,
selected NSW regional Local Government Areas

Local Government Area	Households (a) with an internet connection (b) number	Total households (a) number
Tamworth Regional	10 348	19 971
Lismore	9 066	15 900
Dubbo	7 236	13 079
Kempsey	4 828	10 292
Broken Hill	3 489	7 693

a) Count of occupied private dwelling only, excludes 'Visitor only' and 'other not classifiable households'.

b) Where a dwelling has more than one type of internet connection, only one is recorded.

Source: Census of Population and Housing: Basic Community Profile, 2006
(cat. no. 2001.0)

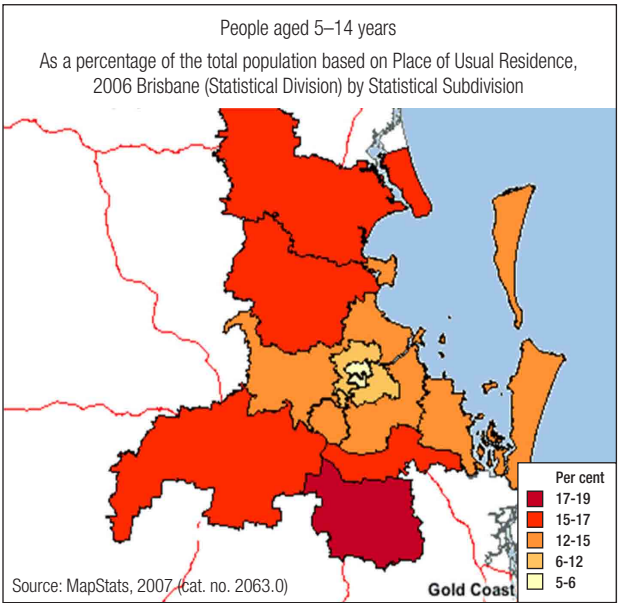
Contact us on 1300 135 070



Locate potential clients

Tony wants to find the best location for a before- and after-school child care centre in Brisbane. He visits our website, and generates a free map showing concentrations of 5–14 year old children living in Brisbane. Tony wants to know more, so he contacts us. We help him to find other relevant free data on the website.

Combining the additional data with the map, Tony is able to make a more informed decision about where to locate his business.



KNOW YOUR MARKET

LOCATE POTENTIAL CLIENTS

TARGET PROMOTIONS

ASSESS SITE LOCATION

Target promotions

Robyn is responsible for the business development of a baby accessories retail chain in Victoria. The company's customer profile tells her their target market is families with children 0-4 years, with at least one parent working full-time with weekly income of \$800 or more. Robyn needs to know if her company's stores are properly located to attract these people, and, if not, where better to locate them. Her aim is to increase the company's presence in the market.

The company is planning to open a new store in Victoria, and Robyn thinks that a store in the Casey area will fit the profile. To confirm this, she orders tailored data through our priced consultancy service. Robyn identifies five locations which meet the company's customer profile: Casey, Boroondara, Whitehorse, Greater Geelong and Monash.

Families in selected Local Government Areas, Victoria

Local Government Area	Families with children under five		All families
	At least one parent working full-time, weekly individual income over \$799	Other families with children under five	
	number	number	number
Casey	5 535	6 730	57 788
Boroondara	4 323	1 617	39 032
Whitehorse	4 132	2 353	38 825
Greater Geelong	3 889	4 660	53 016
Monash	3 550	2 371	43 530
Total Victoria	104 952	113 744	1 294 386

Source: ABS data available on request, 2006 Census of Population and Housing



Before finalising her proposal, she seeks out other relevant indicators to compare the five potential locations. She uses a combination of customised data ordered from the ABS Information Consultancy Service and free data downloaded from the ABS website.

Robyn determines that Casey is most suitable because:

- Since August 2001, the number of families in Casey has increased by 21.5%, to 57,788 in August 2006.
- The number of families with at least one child under five and at least one parent in full-time employment earning \$800 or more per week in Casey increased by 45.0% since the last census.
- There was a 24.2% increase in the number of occupied private dwellings, from 57,530 in 2001, to 71,478 in August 2006.
- In 2006, a total of 14,223 businesses were in operation in Casey, and 5,511 or 38.7% of these employed staff. In 2007, the total number of businesses had increased to 14,904.
- The average wage and salary earner's net income in Casey in 2006 was \$37,746 which increased 3.5% to \$39,064 in 2007.
- In 2006, of a total 99,809 employed persons, 20,358 or 20.4% were employed in the Manufacturing industry. Retail ranked as the second highest employing industry, accounting for 12,795 employees or 12.8% of Casey's workforce.

Source: Census of Population and Housing, Time Series Community Profile, National Regional Profile, and data available on request.

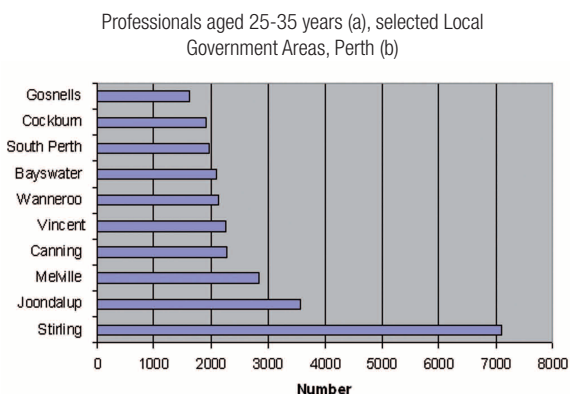
Robyn has combined her customer profile utilising both free and purchased statistical data to assist in identifying the most appropriate area to locate the new business. In the process, Robyn has also obtained information that will help her company in planning for continued business success.



Assess site location

Alex plans to open a wine bar in Perth. His identified target market is 25–35 year old professionals.

Alex contacts our consultants and receives data on professionals aged 25–35 years living in Perth, as part of a priced information consultancy service. Alex uses this to decide on the location for his wine bar with the most potential.



(a) Professionals comprise persons aged 25-35, employed with an occupation of 'Professional' as defined by the 'Australian and New Zealand Standard Classification of Occupations, 2006 (ANZSCO) (cat. no.1220.0).

(b) Geographical areas are based on 'Place of usual residence'.

Source: ABS data available on request, 2006 Census of Population and Housing



Grow your business

Simon has been operating a caravan park in the Barossa Valley for two years. He is keen to expand his business by increasing the capacity of his site, but wants to know more about the capacity of other caravan parks in his area.

Simon contacts us and is directed to a range of free data on our website about the tourist accommodation industry, including caravan parks, in the Barossa. Using data about changes in the capacity of caravan parks over time assists Simon to make a more informed decision about whether to expand his business.

Caravan parks in the Barossa tourism region, selected characteristics

Characteristics		March quarter 2007	March quarter 2008	March quarter 2009
Establishments	number	6	6	6
Total caravan park capacity	number	952	926	872
Takings from accommodation	\$'000	519	594	622

Source: Tourist Accommodation, Small Area Data, South Australia –
Electronic Delivery (cat. no. 8635.4.55.001)

Contact us on 1300 135 070



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ESTIMATE YOUR MA

Support your business case

Keira would like to open an exclusive women's gym in Canberra, and wants to find the best possible location for her business.

She asks our consultants to provide data, as part of a priced information consultancy service, on women aged 18–40 years, who earn over \$600 per week, living in a dwelling which is fully owned or being purchased.

Women aged 18–40 years, with a weekly income of \$600 or more

Statistical Division	Females
Belconnen	7 192
Tuggeranong	7 075
North Canberra	4 328
Gungahlin-Hall	3 546
Woden Valley	2 630
South Canberra	2 467
Weston Creek-Stromlo	1 783

Source: ABS data available on request, 2006 Census of Population and Housing

OUR BUSINESS

OUR BUSINESS CASE

OUR MARKETING STRATEGY

OUR MARKET SHARE



Improve your marketing strategy

Sarah operates a retreat/farm stay, and would like to know where to target her overseas marketing. She calls us, and is helped to locate information on the number of visitors arriving from various countries. This information is available free on our website.

Sarah now wants a more detailed breakdown, showing purpose of visit. She contacts our consultants who provide priced information consultancy data which assists her to target her overseas marketing.

Short term visitor arrivals, country of origin by purpose of visit (a)
May 2010

	Convention/ conference	Business	Visiting friends/ relatives	Holiday
Country of origin	('000)	('000)	('000)	('000)
New Zealand	4.6	15.9	24.0	30.4
United Kingdom	0.4	4.2	11.7	11.3
Japan	0.4	2.1	2.0	16.8
United States of America	1.8	7.9	8.1	10.7
China (excl SARs and Taiwan)	0.8	3.9	4.7	12.9

(a) Short term travel data are based on a sampled survey process and care needs to be taken when using such estimates for decision-making or policy evaluation. Note: Short term movements are rounded to the nearest 100.

Source: ABS data available on request, Overseas Arrivals and Departures

Contact us on 1300 135 070



Estimate your market share

Nigel's construction company builds executive residential housing in Western Australia. He wants to know his company's market share, and so accesses free Building Activity data on our website.

Nigel finds information about the value of work, and the number of dwelling units completed in Western Australia over the past year. By comparing his own business information to the published data, Nigel is able to estimate his company's market share to identify growth areas for his new promotional strategy.

Total buildings completed, Western Australia,
June 2009 - March 2010 Quarters

Characteristics		Total Residential buildings	Total Value non-Residential buildings	Total completed buildings
Value of work completed	\$m	7 562	3 959.3	11 521.3
Number of dwelling units completed	no.	23 095	n.a.	n.a.

Source: Building Activity, Australia (cat. no. 8752.0)

ABS has information on...

People: including population and household characteristics; age and population distribution; projections; population size and growth; family and community; housing; labour; and personal, family and household finances.

Economy: including business characteristics; economic growth; foreign investment, trade and debt; labour; productivity; and prices and price indexes.

Environment and energy: including climate and natural resources; energy; land use and management; natural resources; sustainability and waste.

Industry: including construction; mining; manufacturing; land use and management; finance; property and business services; retail; tourism and hospitality; and culture and leisure.

We acknowledge and appreciate the support of the people of Australia in providing information to the ABS. It is only with your ongoing assistance that the ABS can continue to produce the statistics which can help you to make quality informed decisions.

Contact the ABS for more information

Find data free on our website www.abs.gov.au

Phone us on 1300 135 070

We can help you to make a more informed decision...

Consultants are available to discuss your information needs, and assist you to find the data which will help you to plan your next business steps.

Published data is available free of charge on our website.

More detailed data can be tailored to your requirements as part of our priced information consultancy service. Contact our consultants who will discuss your needs in detail and provide you with an obligation free quote.

Note: The examples in this brochure are based on enquiries we receive, but the actual businesses are fictitious.